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1. People depend on food, clothing, shelter, safety, belonging, esteem and a few other things for survival, this state of dependence is not created by our society or by marketers. it exists in the very arrangement of human biology and the human condition. Actually, it is a state of felt deprivation of some basic satisfaction. 2. A Chinese needs food but prefers a banquet, needs clothing but prefers a Pierre Cardin suit, needs esteem but would like to be a president or a film star. While peoples needs are few, their desires are many. Human desires make people look for specific products or services to satisfy their deeper needs. 3. Wants become demands when backed up by purchasing power. Many persons want a car, only a few are really able and willing to buy one. Companies must therefore measure not only how many people want their product but, more important, how many would actually be willing and able to buy it. Demands are wants for specific products that are backed up by an ability and willingness to buy them. 4. People satisfy their needs and wants with certain objects or services. We shall define these objects broadly to cover "anything that can be produced and offered to someone to satisfy a need or want." The word "objects" brings to mind a physical thing, such as an automobile, a television set, or a soft drink. which the word "services" makes a general idea to those intangible ones. 5. Originally, buyers and sellers gathered at a certain place to engage in exchange, such as a

village square or a street corner. Now, this "certain place" means a collection of buyers and sellers and consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want. 词汇 : esteem v.把.....看作 , 以为 desire v.希望 ; 想要 deprivation n.掠夺 ; 损失 specific a.特有的

23. Paragraph 1_____.24. Paragraph 2_____.25. Paragraph 3_____.26. Paragraph 4_____.A. NeedsB. DemandsC. WantsD. MarketsE. Production

27. Human desires make people look for specific products or services to_____.28. Demands are wants for specific products that are backed up by_____.29. People satisfy their needs and wants with_____.30. According to the text, buyers and sellers gathered originally at a certain place to_____.A. an ability and willingness to buy themB. satisfy their deeper needsC. would like to be a president or a film starD. certain objects or servicesE. engage in exchange

参考答案23 . A 24 . C 25 . B 26 . E 27 . B 28 . A 29 . D 30 . E

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